

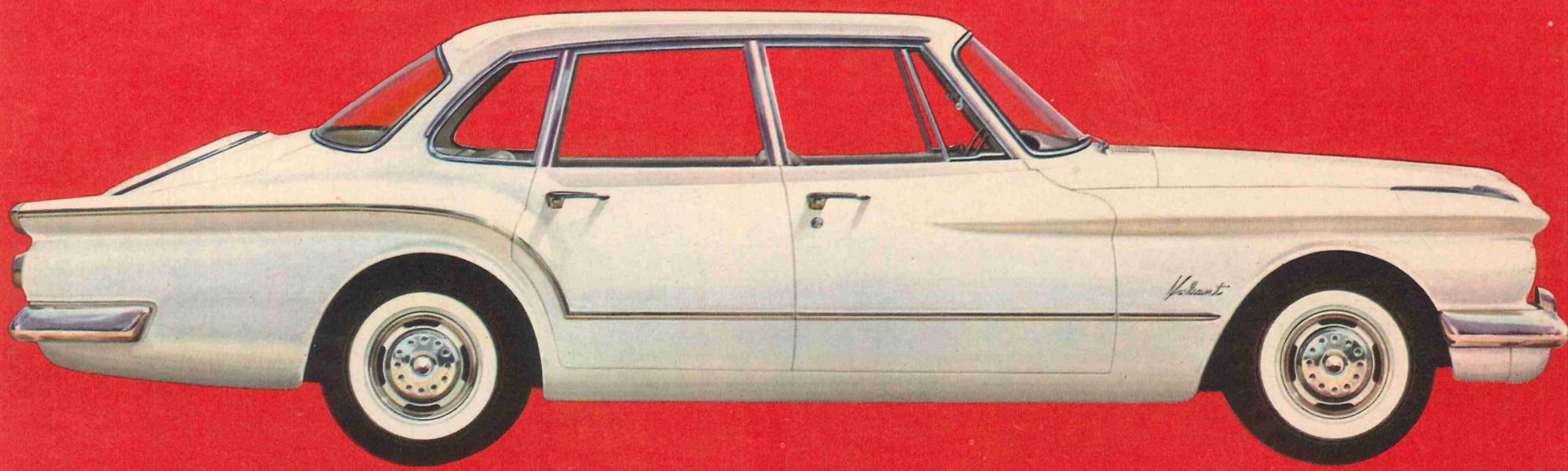
Chrysler News

Vol. 3, No. 14

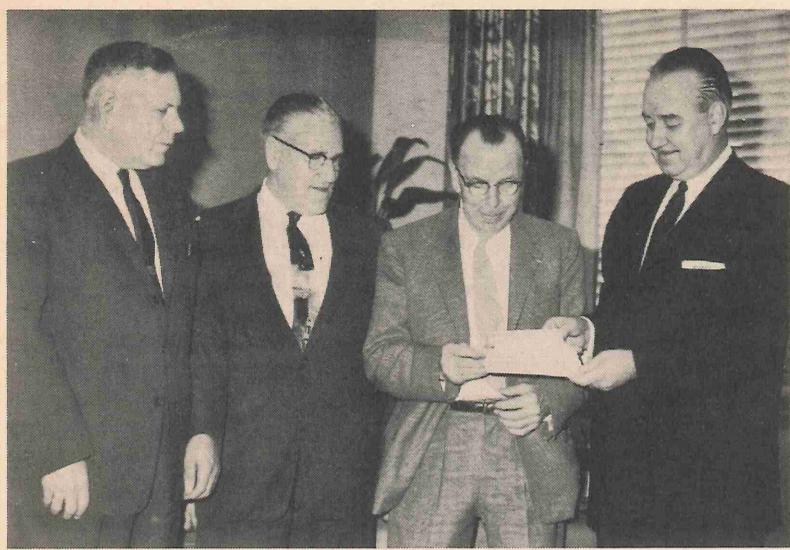
PUBLISHED FOR ALL EMPLOYEES OF CHRYSLER CORPORATION

October 30, 1959

The story of Valiant



a new Chrysler Corporation automobile



SUGGESTIONS ARE still paying off for retiree Wilfred Styles, second from right, who receives bonds and checks totaling \$1,214.25 from Highland Park Manufacturing Plant Manager T. R. Patrick, right. Styles has earned nearly \$5,600 in the past 20 months for his suggestions. Looking on at the presentation are two of Styles' former supervisors, W. C. Cameron, left, master mechanic, and Dean Powell, general foreman of the die room.

His Ideas Earn \$5,600

Wilfred Styles, who has been retired from his die maker job at Highland Park Manufacturing for 15 months, returned to his plant this week to receive a sizeable award in U.S. Savings Bonds.

Plant Manager T. R. Patrick presented Styles with \$1,000 and \$200 in U.S. Savings Bonds and a \$14.25 check. The award was for another accepted suggestion by Styles and boosted his total suggestion reimbursement to nearly \$5,600 in 20 months, a record for Highland Park Manufacturing.

Styles estimates he turned in 28 suggestions since the system went into operation in January 1958, and a few of them have paid handsome dividends.

"I just didn't think too much about improvement ideas until the system was installed," Styles declared.

Styles and his wife visited England from April until September. He plans to take it easy for the present and maybe wait for another suggestion to win an award.

One of his sons, Frank, is a draftsman at Chrysler Engineering.

Retirees' Corner

Editor's note: This column is devoted exclusively to news about the Corporation's retirees—where they're living and what they've been doing in their retirement years. If you are a retiree or have news of interest about your retired Chrysler friends, you are invited to write to the Retirees' Column, Chrysler News, Box 2456, Detroit 31, Mich. The editor reserves the right to edit all material submitted for publication.

Retiree Frank Konupek of 25780 Gatz Dr., Rt. 4, Mt. Clemens, relates that since he retired "the days are shorter than before, even if I keep getting up around 4 to 5 a.m."

Konupek states that he painted his eight-gable house, made rose trellises and built a chess cabinet of over 1,200 pieces consisting of 13 kinds of wood.

This retiree plays chess by mail—"around 60 games, with opponents not only all over this country but all over the globe." Last year he and his neighbors drove their Chrysler to Key West, Fla.

"I had tough luck with my fig trees," Konupek writes. "So right now I am making a couple of tubs for them to put them inside this winter, even if I have to sleep out."

He closes facetiously: "Could you suggest anything to do for my spare time?"

His Chrysler friends will be saddened by a note received here from the wife of D. Grillo, long-time employee who retired from the Corporation in 1956 because of disability.

Since his retirement, writes Mrs. Grillo, her husband has suffered a stroke and was the victim of an accident which fractured his ribs. Finally, he contracted Hodgkin's disease and requires constant medical attention.

Mrs. Grillo wrote with the thought that her husband's Chrysler friends, thus informed of his plight, might want to help. The couple lives at 2609 Fourth St. S., St. Petersburg, Fla.

Mr. and Mrs. Edward Verme celebrated their 50th wedding anniversary with a family dinner

this month at their Detroit home, 5744 Lakeview.

Until his retirement, Verme was a forge headerman at the Detroit Forge Plant. A number of Forge employees attended a post-dinner anniversary party at the Vermes'.

From Scotland, country of his birth, a letter is received from Frank (Scotty) Williams, who retired from Plymouth Division last March. Williams has been spending the summer in Scotland with his wife, Agnes, who also retired last March from Chrysler's Engineering Division.

Williams states that he has seen many changes since he and Agnes left Scotland 38 years ago, also that the couple have seen several Plymouth cars on their trips to Northern Scotland.

Mr. and Mrs. Williams live at 1412 Harvard Rd. in Berkley, Mich.

Chrysler Corporation's pensioners live in all of our states except Idaho, New Mexico, North Dakota, Vermont and Wyoming, according to the Employee Compensation and Pension section.

Michigan, of course, is the leading homesite for Chrysler's pensioners. More than 8,200 of them live here. Second is Florida, with more than 400 retirees within its boundaries. The ratio is 20 to 1.

Third in popularity as the home of pensioners is Indiana, with slightly more than 300, followed by Pennsylvania, about 250; New York, around 220, and California, just under 200.

More than 130 pensioners live in foreign countries. This is more than live in any single state except those named above.

Sales Show Increase Of 32 Per Cent in 1959

Chrysler Corporation dollar sales for the nine months ended Sept. 30, 1959, totaled \$1,964,000,000, President L. L. Colbert announced in a report to the Company's shareholders. The total was 32 per cent more than sales of \$1,486,000,000 for the first nine months of last year.

Consolidated net earnings for the first nine months of 1959 were 23.8 million dollars, equal to \$2.73 a share, compared with a net loss of 45.2 million dollars, or \$5.18 a share, for the same period a year ago.

Passenger car and truck sales for the first nine months of 1959 totaled 637,939 units, excluding Chrysler sales of 45,126 Simca cars and trucks. This compares with 495,091 cars and trucks sold in the same period last year, the report disclosed. Chrysler did not distribute Simca products in the first nine months of 1958.

"The financial results for the nine months ended Sept. 30 reflect the substantial reduction in third quarter production for new model changeover as well as unusually heavy non-recurring expenses for new assembly and body facilities, new engine and transmission facilities, extensive plant rearrangements and the high initial cost of building and introducing our completely new cars and trucks for 1960," Mr. Colbert said.

"In addition to the all-new Plymouth, Dodge, De Soto, Chrysler and Imperial cars, we

engineered and introduced two entirely new lines this year—the economy six-passenger Valiant and the popular-priced Dodge Dart," he continued.

He further noted that the Company also developed and put into production a new type of unitized body-and-frame construction, called Unibody, as well as completely new six-cylinder engines and a light-weight, three-speed automatic transmission.

Mr. Colbert advised shareholders that "public response to Chrysler Corporation's new cars and trucks at dealer showrooms across the country has been excellent." The Company's cars for 1960, available in 93 different models, represent the widest selection and best values ever offered by the Company, he added.

Commenting on the Company's

steel position, Mr. Colbert said: "Although ample steel inventories had been accumulated prior to the steel strike in order to launch 1960 automobile and truck production, spot shortages are restricting our operations as well as those of our suppliers, and will materially curtail fourth quarter production as the effect of the steel strike continues."

The report disclosed that the Company's defense business in the first nine months of 1959 amounted to 224 million dollars, or 11 per cent of total sales, compared with 222 million dollars, or 15 per cent of sales in the same period last year.

Cash and short-term marketable securities totaled 215 million dollars as of Sept. 30, 1959, compared with 230 million dollars at Sept. 30, 1958. Net current assets amounted to 283 million dollars as of Sept. 30, compared with 349 million dollars a year ago.

Capital expenditures for improvements and additions to land, buildings, machinery and equipment were 57 million dollars in the first nine months of 1959, compared with 49 million dollars in the first nine months of last year. Depreciation charges were 56 million dollars, compared with 59 million dollars in the first nine months of last year.

Commenting on the Company's cars for 1960, Mr. Colbert said:

"Among the outstanding features of these cars is the new Unibody construction which provides more interior headroom and legroom and much greater structural strength than conventional body-and-frame construction. A comprehensive anti-corrosion process, involving seven separate dipping and soaking operations, will protect the body from rust for years longer than previously possible."

The Dodge truck line for 1960 has been enlarged to cover a larger segment of the truck market and includes for the first time a new series of heavy-duty diesel-powered models for the low-price truck field.

"Other improvements available in our 1960 automobiles include doors which automatically lock when the engine starts, a pilot-type driver's seat with a back three inches higher to take the fatigue out of long drives, and automatic versions of the exclusive swivel seat which Chrysler pioneered last year."



48 YEARS' SERVICE with Chrysler Corporation, one of the longest in the Company's history, was achieved by William Kontal, right, foreground, when he retired Sept. 30. Part of a group of fellow employees in Dept. 132, Detroit Forge, who honored him on the occasion, are shown here as Jack Matevic presents him with a watch. Looking on, from left, are John Kalakowski, William Kushner, Pete Penicoia, Pat Grant and Phil Novak. Kontal started work for Dodge in 1911.



AWARD OF HONOR, National Safety Council's top industrial safety honor, was presented this month to the Chrysler-operated Michigan Ordnance Missile Plant. Chrysler Corporation Missile Division (CCMD) General Manager C. A. Brady holds plaque won by the plant's 9,000 employees for having worked 3,358,075 man-hours without a disabling

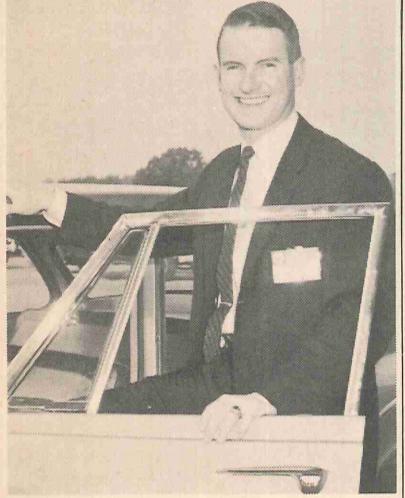
injury from May 12 through July 3 this year. At the ceremony were, from left, J. Defazio, Local 547, AFL; J. F. Lovett, division comptroller, CCMD; E. M. Hicks, branch manager personnel and administration; W. Monroe, Local 1245, UAW; R. Schurig, Local 889, UAW; A. B. Crooks, Local 114, Plant Protection, and C. C. Lancucki, Local 412, Engineers.

Reporter Compares New Compact Cars

By TOM RYAN
Chrysler News Staff

Almost everyone who has an opportunity to drive the Valiant becomes an enthusiastic convert to Chrysler Corporation's entry in the compact car field. I did, and I've driven the other two new ones.

Last week 50 automotive writers and myself were guests at the



Tom Ryan

Corporation's Engineering Proving Grounds in Chelsea.

Specifically, the day was planned for a ride-and-drive of the Valiant, which the writers took advantage of. Chrysler engineers displayed their confidence in the Valiant later in the day by offering the writers a chance to drive the other two compact cars in comparison tests over any part of the Proving Grounds.

During the day, I rode and drove a Valiant 100 with manual transmission and with no power accessories, and a Valiant 200 with automatic transmission, power steering and brakes.

The competitors' compact cars I drove had manual transmission and no power accessories. During all tests I was accompanied by the same automotive reporter from a national magazine, who took notes for his own story, and a Chrysler engineer.

My first impression of the Valiant was its big car feeling. On the oval at 95 m.p.h., over rough roads and up and down steep grades there was no awareness of driving a small car.

There was instant response when power was needed. This was not so in the other compact cars.

On one winding steep grade the Valiant had no trouble reaching the summit in third gear. One other compact car reached

the top with a decrease in speed, while the third one stalled three-quarters up, unable to pull the load. All three cars had manual transmissions.

Over gravel roads and the "destructive test" areas at the Proving Grounds, the Valiant's unitized body provided a solid, silent ride.

Braking tests caused no front-end dip and the car didn't swerve. Torsion-Aire suspension on the Valiant flattened out the corners, even at high speeds.

Every writer and editor I talked to agreed that Valiant has the edge in size and performance on the other compact cars. Most all of them agreed that it also held an edge in styling.

It will be impossible for most Corporation employees to test drive all three compact cars, but they can look at all three in dealer showrooms. Take it from here, the Valiant is as far ahead in engineering and performance as it is in comparative styling.

FOR COLOR PHOTOS OF VALIANT, TURN TO PAGES 4, 5 and 8



THESE FOUR TEAMS and their Valiants took part in a full-scale fuel economy test which totaled 2,403 miles at varying speeds, and averaging 30.22 miles per gallon. Starting from left, engineer Robert Checkley and mechanic Robert Young traveled 681 miles from the George Washington Bridge in New York City to the Chelsea Proving Grounds at an average speed of 60 miles per hour and an average of 25.7 mpg. The next pair, mechanic Bill Martin and engineer

Joe Sturm drove not more than 45 miles per hour 612 miles from Nashville, Tenn., and averaged 34.4 mpg. Their average speed was 38 mph. Next, engineer Ben Shea and mechanic Max Watson drove 503 miles from Marquette, Mich., averaging 29.2 mpg and a speed of 47 mph. At right, engineer Bob Knoll and mechanic Ronnie Kiel traveled 607 miles from Des Moines, Ia., at an average speed of 44 mph, and averaged 31.6 miles per gallon.

Valiants 'Turn Heads' On Fuel Economy Run

(Editor's note: Two weeks ago four teams, each consisting of an engineer and test driver, took production models of the Valiant on economy runs. The name tags were removed but the reaction of the public, the first to see Valiants on the road, was interesting.)

Test driver Bill Martin and engineer Joe Sturm drove their Valiant from Nashville, Tenn., to Chrysler Corporation's Engineering Proving Grounds at Chelsea, Mich.

"We thought several people were going to have accidents looking at the car," Martin reported. "They'd come up behind us, look at it, pass us and keep looking and then look back after they were in front. One guy almost ran up the middle of an island when we came to a fork in the road."

Test driver Ron Kiel and engineer Bob Knoll took their Valiant to Des Moines, Ia., and back.

"It was the same thing with us," Knoll reflected. "Sometimes after they'd pass, they'd wave us around them so they could get another look."

"We got stopped in Des Moines by the police and wondered what traffic violation we'd disobeyed, but they only wanted to get a closer look at the Valiant."

"Another guy pulled up behind us in a gas station after we passed him to look at the car and commented that he didn't think a small car could go that fast," Kiel added.

Driver Bob Young and engineer Bob Checkley drove their car from the George Washington Bridge in New York City to Chelsea.

"We almost lost several drivers when they whizzed by and then swung their heads around on the double take," Young and

Checkley laughed. "If there was anyone in the back seat, they'd turn around and give us a good, long look."

"In one of the gas stations where we stopped, another driver came up and asked if we were driving an Italian car. He wouldn't believe us when we told him it was built in Detroit," Checkley reported.

Driver Max Watson and engineer Ben Shea traveled from Marquette, in the Upper Peninsula, back to the Proving Grounds.

"We were behind a car at a train crossing and the driver got out and came back to look at our Valiant. He kept firing questions at us and the train passed on by and he had to run back to his car and get the traffic moving again," Shea recalled.

"A telephone repairman motioned us to pull over so he could get a close-up look," Shea said. "All in all, it was very gratifying to see the response people had when we were on the road or stopped for food or gas."

★ ★ ★

Here are some of the vital statistics on Valiant:

EXTERIOR DIMENSIONS

Wheelbase	106.5"
Length, overall (sedans and two seat wagons)	184"
Length, overall (3-seat wagons)	185.1"
Width, overall	70.4"
Height, overall (sedans)	53.3"
Height, overall (wagons)	53.4"

WEIGHT

Sedan V-100	2,635 lbs.
Sedan V-200	2,655 lbs.

ENGINE

Type	in-line, OHV
Location and position	front, inclined 30 per cent to right

CYLINDERS

six

Cooling System liquid

Displacement 170 cu. in.

Bore 3.40 "

Stroke 3.125"

Compression ratio 8.5 to 1

Horsepower 101 at 4400 R.P.M.

Air Cleaner replaceable element type

Oil Filter throw away type

TIRES

Size 6.50 x 13"

CAPACITIES

Fuel tank 13 gallons

Cooling system 13 quarts

Engine crankcase 4 quarts



FIRST VALIANT to come off the assembly line at the Hamtramck (Michigan) Assembly Plant is greeted by W. C. Newberg, Chrysler Corporation executive vice president, and L. L. Colbert, president, at left, and J. B. Neal, plant manager, Dodge Assembly, and B. J. Nichols, Chrysler group vice president-Automotive Sales, at right.



PRODUCTION OF VALIANTS gets underway at the Hamtramck Assembly Plant. Above, in final assembly where each car receives thorough inspection, are, left to right, John

W. Quinn and Helen Zyla, both inspectors in Dept. 3220; Buster McNeal, assembler, and Milton Keel, Dept. 3220 inspector, in pit. In background is Fred Dest, foreman.

Chrysler News

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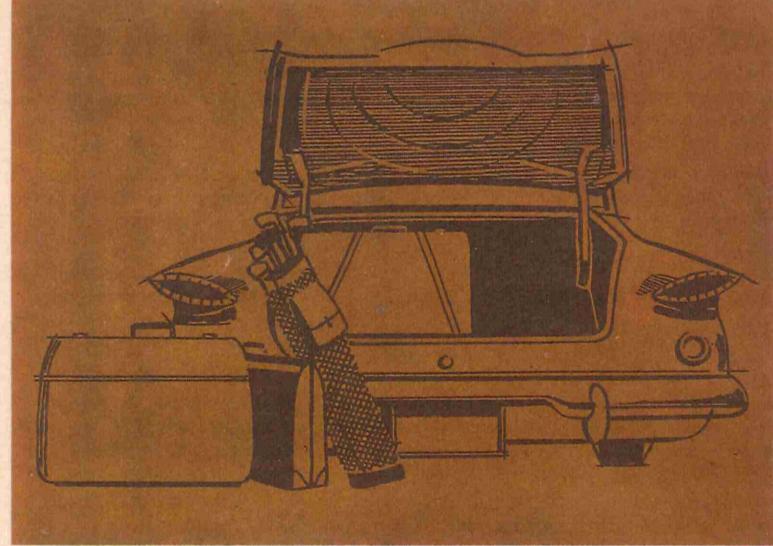
Reporter Tom Ryan
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Valiant offers ample head room, thick seating comfort and full leg support.

Valiant—Not One Inch



TRUNK SPACE in the Valiant is 24.9 cubic feet, the largest among any compact car. The spare tire has been stowed in a hidden compartment beneath the trunk floor completely out of the way.

For 25 years Chrysler Corporation has been engaged in a continuous program of "small car" research and design. But it was not until May of 1957 that the decision was made to bring such a car to market. This date marked the beginning of Project A-901, the development of a remarkable automobile that two years later would be named Valiant.

Valiant is a car totally new to the American scene. Almost three years of intensive work, and literally millions of miles of testing at Chrysler Corporation's Engineering Proving Grounds, have gone into its making.

Valiant is nobody's kid brother. It stands on its own four tires and challenges every other car, foreign or domestic, to match it: inch for inch, pound for pound, dollar for dollar.

NO COMPROMISE

The men who built Valiant were committed to demanding goals: to build a car completely honest in its beauty, neither one inch too long nor a pound too heavy, an automobile that would comfortably seat a family of six (with room for their luggage), be considerably more economical to buy and operate than conventional cars, and provide the riding comfort, safety, and response demanded by American motorists.

As you will see, there has been no compromise with these goals. Valiant is such a car.

UNITIZED BODY

Valiant is a tough car. The old-fashioned method of bolting body and frame together has been discarded. In Valiant, body and frame are welded together to

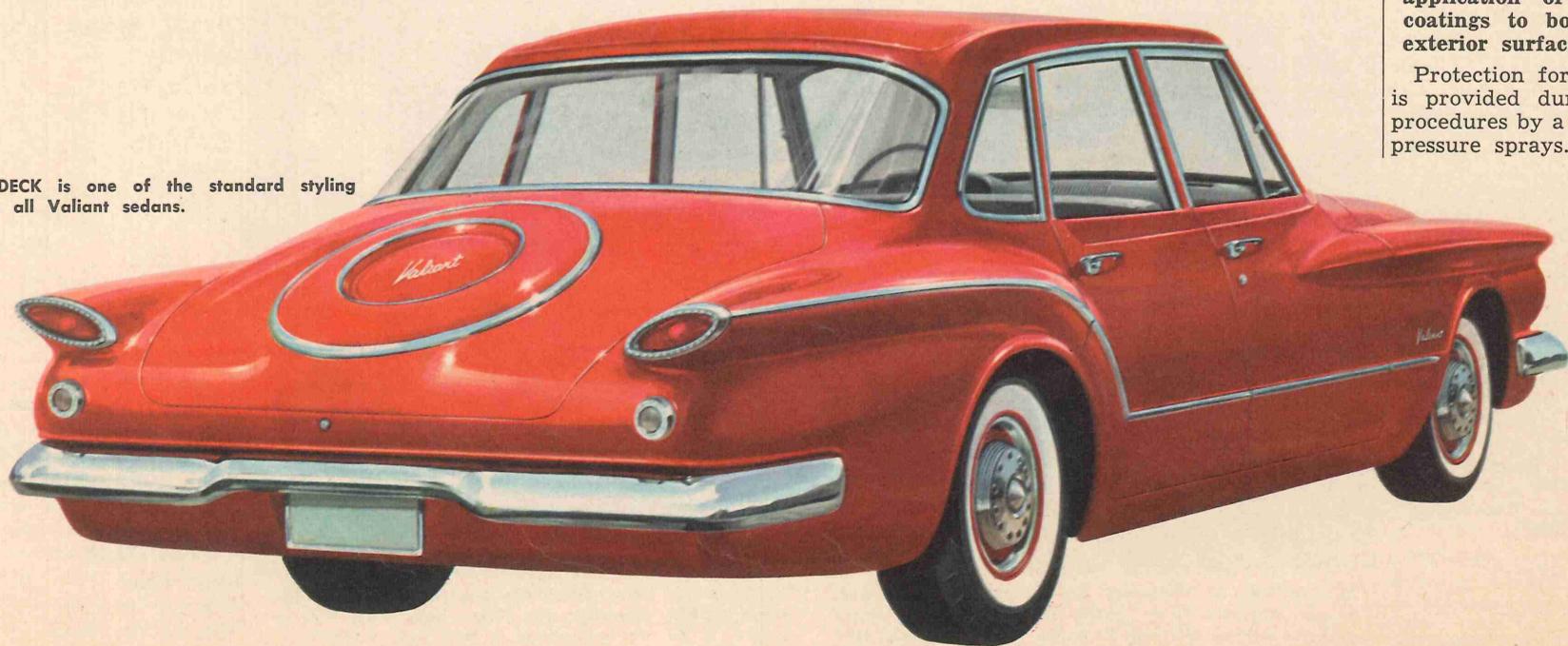
form a one piece shell of exceptional strength and rigidity. Over 5,300 spot and seam welds completely eliminate body squeaks and rattles.

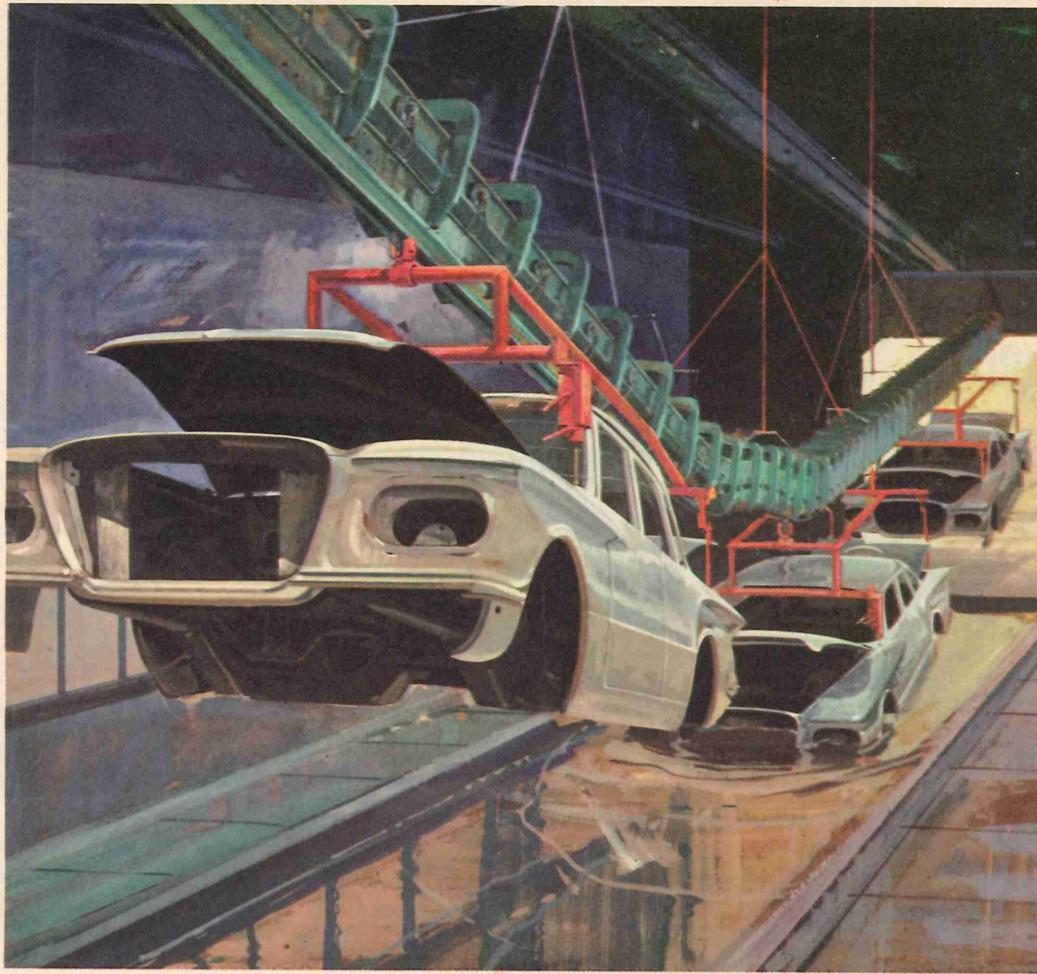
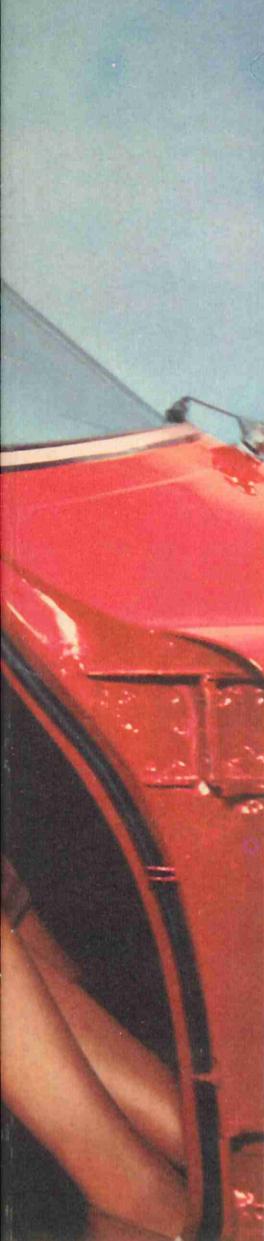
With the help of a structurally exact three-eighths scale model and a giant electronic computer, road loads and stress were accurately pre-measured and planned for. The rugged box sections of the lower body distribute driving, braking and suspension loads to broad areas of the car. Every square inch of steel bears load, carries stress. None "goes along for the ride."

To prevent destructive rust and corrosion the body is dipped a total of seven times in special cleansing, rinsing and coating baths. (See illustration, opp. page.) The entire lower third is immersed to a depth of 11 to 15 inches, assuring thorough and uniform application of the protective coatings to both interior and exterior surfaces.

Protection for the upper body is provided during the dipping procedures by a series of six high pressure sprays.

A SPORT DECK is one of the standard styling features on all Valiant sedans.





EVERY UNIBODY is guarded against rust and corrosion and the lower third of the body is dipped seven times in cleansing washes and special protective chemical baths.

Too Long Nor a Pound Too Heavy

In the first stage the body is dipped for three full minutes in a tank of alkaline cleaner. The second and third dips are hot, clear rinses. Then the body is lowered for one minute in a special chemical solution that deposits a protective coating of high purity phosphate.

This is followed by two more rinsings. The body is then dried and cooled to room temperature.

After the seventh and final dip, a newly developed zinc-rich emulsion primer, the inner surfaces of the sills are coated with a high melting point wax. Then the body is dried again, wet sanded (by hand), primed for the second time, and painted. Each coat of the Lustre-Bond finish enamel is oven-baked and carefully inspected.

Valiant is a very quiet automobile. Chrysler Corporation engineers took great pains to eliminate annoying vibrations which create undesirable noises in the passenger compartments of many cars. Special care has been taken to cushion and muffle the natural road vibrations found in all automobiles.

For instance, the dash panel is covered by a felt liner and a one inch sheet of fiber glass. Underneath the floor covering there is a jute silencer pad, a combination felt and mastic pad and a liberal coating of fluid deadener. In addition, fluid deadener is also sprayed on the insides of doors, quarter panels and wheel housings. The roof is insulated by a thick fiber blanket, which extends down into the critical rear post areas.

TORSION-AIRE

A special version of Chrysler Corporation's famous Torsion-Aire suspension has been designed for Valiant. This remark-

able system of torsion bars, ball joints, Oriflow shock absorbers and asymmetrical leaf springs provide a superbly controlled ride, taking full advantage of the unitized body's unusual strength and rigidity.

The car corners exceedingly well, with little lean, and remains almost perfectly level during acceleration and braking.

Outstandingly maneuverable, Valiant has a curb-to-curb turning circle of only 37.1 feet. It is easy and quick to park. Each moving part of the steering gear is mounted either on ball or needle bearings. Friction is kept to an absolute minimum.

Valiant is two feet shorter than most cars have been for 20 years. Three feet shorter than some. You will find it easy to park. And inside there is room for a lively family of six.

Almost 1,000 pounds lighter than conventional cars, Valiant equals or exceeds previous automotive standards of comfort. The dimensions are impressive no matter what the measure. With the driver seated, there is almost 40 inches of front head room. Seat height (an important comfort consideration) is over 11 inches in front and more than 13 inches in the rear.

The full-width, bench-type seats, both front and rear, have been scientifically contoured to the natural curve of your body. Deep-deflection springs and thickly padded cushions give you proper, comfortable support.

The front seat adjusts quickly and easily. Mounted on a curved track, it tilts back slightly when moved to the rear so that any driving position you select is a comfortable one.

You can get in and out of Valiant easily. The unitized body

construction allows front and rear door openings to be extended up into the roof line without sacrifice of structural strength. Each door is fitted with a safety lock latch. Exterior handles are easy-to-use, push-button type.

QUALITY INTERIORS

Valiant interiors are modern. Quality is immediately apparent in materials and workmanship. Fabric and trim combinations are beautiful, but more important they will wear well under heavy family use and are easy to keep clean. Bright metal and chrome, both inside and out, have been used with restraint. Large, functionally-shaped windows give you a clear, safe view to the front, side and rear.

You will find the instrument panel simple and sensible. All controls are logically grouped in front of the driver. Instrument faces, recessed in twin dials, are easily seen through the steering wheel: speedometer and odometer on the left; temperature, oil, fuel and ammeter on the right.

Dozens of existing engine layouts were considered for Valiant: in-line 4s, V-6s, pancake eights, diesels, even radial aircraft designs. None satisfied the demanding requirements.

To deliver the much sought-after combination of miles-per-gallon economy and high levels of performance, a completely new engine had to be built. It is a six cylinder power plant inclined 30 degrees to the right, an engine of basic layout that has never been found in any passenger car.

This unique engine, mounted up front, adds to the inherent good balance of the car, provides the handling characteristics you expect. There are no new steering techniques to learn when you own a Valiant.

GASOLINE MISER

When you drive Valiant you'll find it hard to believe that such a responsive engine, one that literally refuses to wear out, can miser gasoline the way this one does. The Valiant inclined engine, in highway driving, can get 30 miles to a gallon of regular gasoline. When the factors of speed, driver skill, temperature and road surface are favorable, it can do even better.

Many features contribute to miles-per-gallon economy and over-all engine efficiency. For one thing, aluminum has been used

The exhaust manifold has long radius curves permitting exhaust gases to leave cylinders with a minimum of back pressure. An aluminized muffler and tailpipe, which will last up to twice as long as ordinary exhaust systems, are standard equipment on all models.

"EXTRA" ROOM

By inclining the engine, it has been possible to mount the water pump off to one side, rather than in front. A small thing, you say? Not when you consider this sim-



EVERY VALIANT MODEL offers an optional 3-speed automatic, push-button operated transmission. Shifts are made automatically without lurch or hesitation and the transmission down-shifts as road conditions require. If the accelerator is floored under 60 miles an hour the transmission shifts into a passing gear. When the "1" and "2" buttons are pressed Valiant will stay in low or second gear respectively.

extensively to cut weight.

For another, inclining the engine makes possible intake and exhaust manifolding of very high efficiency. The aluminum intake manifold has six individual branches which feed an even fuel mixture to each cylinder.

ple maneuver saves almost 4 inches in engine length. This "extra" room is used to great advantage in the passenger compartment and trunk. In addition, the inclined block provides a clean, uncluttered engine compartment. All components are easy to get at. Servicing is a cinch.

Fred Astaire To Star in New TV Spectacular

Chrysler Corporation will sponsor Fred Astaire in an hour-long special program over the NBC television network next Wednesday, Nov. 4.

Entitled "Another Evening With Fred Astaire," the telecast will be produced by the same team which created last year's "most memorable TV hour."

The show won nine Emmy Awards, the coveted Peabody Award, Look Magazine Awards and the Sylvania Award for the "Outstanding Musical Program for the Year 1958."

This year's show will feature Chrysler's full passenger car line.

TV audiences in the Detroit area will be able to see the show from 9 to 10 p.m. over channel 4.

In addition to Astaire, the show will star Miss Barrie Chase, the Jonah Jones Quartet and a new addition, the Bill Thompson Singers. Bud Yorkin will be the producer-director, with David Rose as composer-conductor and Hermes Pan as choreographer.



FRED ASTAIRE and Miss Barrie Chase rehearse a dance which will be presented over television on "Another Evening With Fred Astaire." The hour-long spectacular, sponsored by Chrysler Corporation, will be shown at 9 p.m. Nov. 4 over the NBC network, channel 4. The original "An Evening with Fred Astaire," shown a second time by popular demand, won nine Emmy Awards, the coveted Peabody Award and several other awards.



SCULPTOR DON BUBY, a designer at the Outer Drive product and exhibit styling department, places some metal "feathers" on his rooster, which is now being displayed permanently at a new Livonia shopping center. Buby's model, "Bird," poses on the back of its metal counterpart.

Birds Winning Fame For Chrysler Sculptor

A rooster in Livonia has been given the "Forward Look." At least the sculptured variety.

In his spare time, Don Buby, a designer in the product and exhibit styling department at Outer Drive, fashioned a 6-foot plus, all metal rooster for a new shopping center in Livonia.

The rooster is Buby's largest venture to date, but the 35-year old designer has also been requested to create a figure for a trade fair to be held in New Delhi, India, later this fall.

While he hasn't decided on the exact figure for the fair, Buby figures it will be a bird of some type. His fondness for feathered creatures extends to a pet Bantam rooster, appropriately named "Bird," that follows him around his studio.

Buby, who studied industrial design at Wayne State University, joined the Corporation in 1956. There he met and worked with another sculptor, Malcolm Moran. Both decided to get a studio to work in after their day hours at Outer Drive.

Moran recently left for the West Coast, but Buby has retained the studio where he designs and makes such items as candlesticks and magazine racks—all with a modernistic touch.

Buby's work in the product and exhibit styling department involves sketching and planning for entire auto shows and exhibits, graphic work, advertising brochures and signs, architectural design and product design for items such as furniture, promotional gifts and dealer awards.

Chrysler Sponsors 87 JA Companies

During the next eight months an estimated 1,500 young men and women, all members of Junior Achievement of Southeastern Michigan, will establish and operate their own business firms with advice from some 300 volunteers from Chrysler Corporation.

For the second consecutive year,

Golf Winners Get Prizes

Golf trophies and prizes for the 1959 Chrysler Employees Golf Tournament were distributed last week to the winners.



Campbell

Harold Campbell, a 28-year-old bachelor from Dept. 711 at Engineering, fired a sparkling 68 to win Class A low medal in the third and largest Employees Tournament.

Agnes Eldredge won the women's low medal with 100. Miss Eldredge works in Dept. 9171 at Jefferson Assembly.

Other winners were Robert Williams with a 75 in Class B. Williams works in Manufacturing Engineering, John R. Roy C. Moore, Dept. 6690, Service Parts and Accessories Supply Division, Center Line, and Robert King, Dept. 3752, Highland Park Manufacturing, shared Class C honors with 84 scores.

Clyde Dixon, Dept. 3463, Highland Park Manufacturing, won Class D with a 79. Tom Haw, Dept. 172, Engineering, and Chet Sitek, Dept. 3100, Dodge Assembly, had winning 69s in the open Callaway handicap.

This year's tournament at the Pontiac Country Club drew 1,007 entries, thus rating as the largest industrial golf tournament in the nation.

Chrysler is sponsoring more JA companies in this area than any other firm.

The Corporation is sponsoring 87 JA units during 1959-60. Last year it sponsored 58; the year before, 41.

Under the JA program, volunteer Chrysler employees act as advisers for young people in the 15-21 age group who comprise the 87 business units.

Michigan Missile Plant leads the Corporation in JA sponsorship with 16 units—10 more than it sponsored in 1958-59.

Runner-up is Engineering Division, whose 14 companies compare with 11 the year before.

Plants in the Stamping and Chassis Parts Group, which sponsored six companies in 1958-59, now sponsor eight. Jefferson Assembly hiked its sponsorship from three to seven companies, and General Offices increased from one company to five.

Imperial Assembly, which had sponsored one company, boasts six companies this year.

Four companies are being sponsored by Highland Park Manufacturing, while two each are sponsored by Plymouth Detroit Assembly, Eight Mile Plant and jointly by Service Parts and Accessories Division, Defense Operations and Defense Engineering.

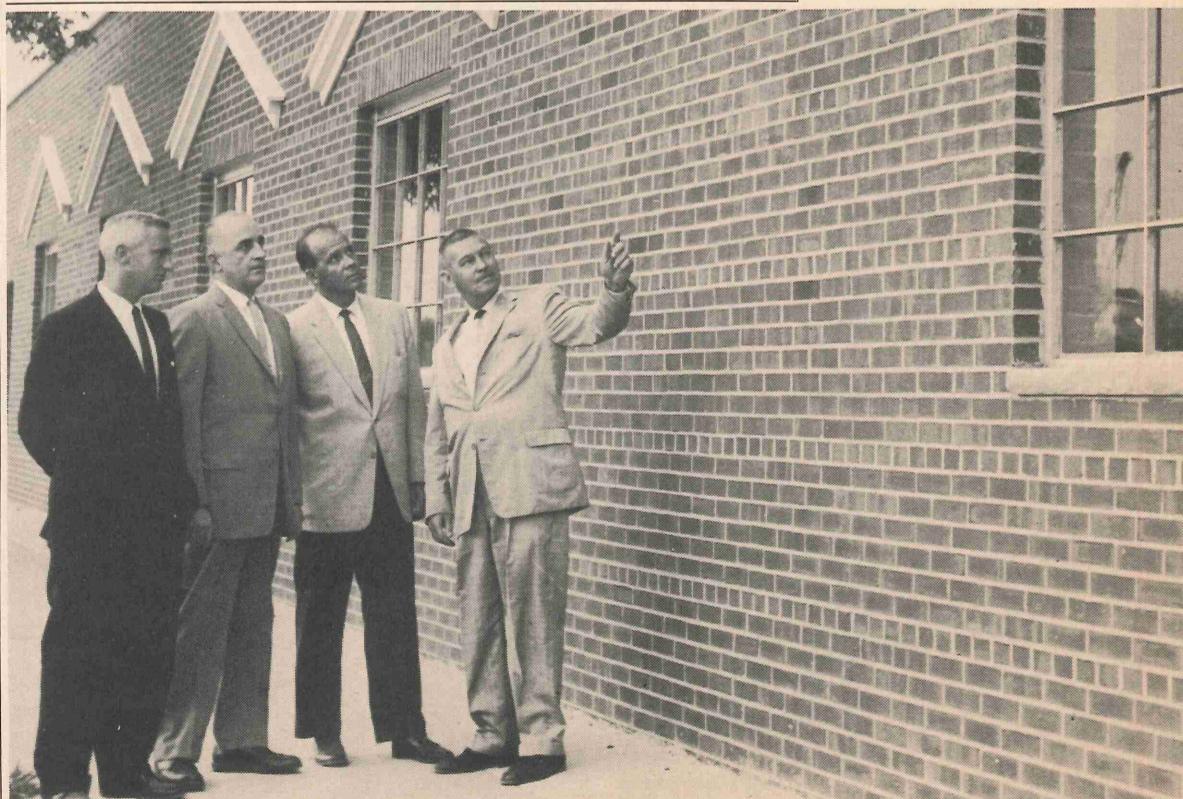
The Dodge Assembly and Dodge Truck Plants are sponsoring three companies each.

One JA firm is being sponsored by each of the following: Administrative Services, Amplex, Detroit Forge Plant, Detroit Universal Division, Forge and Foundry Division Staff, Lynch Road Plant, Mound Road Engine, Engine Division Staff and Trenton Engine.

Sponsoring a JA company for the first time are Axle and Transmission Division Staff, Parts and Equipment Manufacturing Division Staff, Cycleweld Chemical Products, Detroit Tank Plant, Sales Training, and Service Development and Training.

Two new JA Centers were opened this month. The West Dearborn Center is located at 2245 N. Telegraph and the Harper Business Center is at 16401 Harper.

The 1959-60 JA program continues through May 1960.



JUNIOR ACHIEVEMENT Executive Director Wallace L. Fleming, right, points out construction details of brand new West Dearborn JA Center, located on N. Telegraph Rd. just south of Ford Rd. From left are Kenneth L. Thorpe of body engineering, Engineering Division; James Echstenkamper of work

standards, Imperial Assembly, and Edward H. Frank of quality control engineering, Michigan Missile Plant, advisers for three of seven JA companies sponsored by Chrysler Corporation units which hold their meetings at the new Junior Achievement Center.

CLASSIFIED ADS

As a service to employees, want ads will be published in the Chrysler News for employees or retired employees of Chrysler Corporation without charge. If you have an ad to submit, send it to Want Ad Editor, Chrysler News, Box 2456, Detroit 31, Mich., or phone it in to LO 8-2000, Ext. 264. No commercial ads will be accepted. Ads may be edited to conserve space.

Automobiles for Sale

1947 CHRYSLER—Windsor, 6 cyl. WA 5-4746.
1950 PLYMOUTH—runs good, 1953 motor, \$45. PR 6-1692.
1953 CHRYSLER—New Yorker. SL 4-0995.
1953 DODGE—make offer. CO 4-4471 after 4 p.m.
1954 PLYMOUTH—Plaza coupe, 6 tires, auto. transm., r. & h., undercoating, tinted glass, dir. sign., 14,800 mi. Best offer over \$700 cash. TE 4-8770.
1955 DE SOTO— Firedome hardtop, w.s.w., r. & h., p.b., exc. cond. \$700. LA 7-6592.
1956 PLYMOUTH—Fury hardtop, r. & h., w.s.w., p.b., exc. cond. \$995. PR 7-2543.
1956 PLYMOUTH—Savoy, V-8, 4 dr. sedan, auto. transm., r. & h., 38,000 actual miles, new tires. \$685. TO 8-7280.
1956 PLYMOUTH—Belvedere sports conv., Powerflite, V-8, r. & h., reas. WE 5-0896.
1957 PLYMOUTH—Belvedere, V-8, 2 dr. hardtop, auto. transm., exc. cond. TW 1-9371.
1957 PLYMOUTH—Plaza, 6 cyl., 4 dr. Powerflite, push button auto., 26,000 mi., r. & h., w.s.w., seat covers, blue-white, sport stripe. \$1,050. WE 4-1571.
1957 PLYMOUTH—Belvedere convertible, gold-white, new top, p.s., p.b., w/s washers, back-up lights, w.s.w., r. & h., 18,000 mi. \$1,300. LI 1-3711.
1958 DODGE—Custom Royal, less than 10,000 mi., full power, r. & h. TO 9-6500.
1959 PLYMOUTH—std., 6 cyl., r. & h., w.s.w., extras. \$1,700. TW 3-1598.
1959 PLYMOUTH—Sport Suburban, 4 dr., 2 seats, swivel seats, locking comp., r. & h., Powerflite, p.b., p.s., w.s.w., red and white, 9,500 mi. \$2,590. GR 4-8182.
1959 PLYMOUTH—Custom station wagon, 4 dr., 6 pass., V-8, Powerflite, p.b., p.s., oversized w.s.w., solex glass, r. & h., low mileage, exc. cond. \$2,600. FE 5-7963.
1959 PLYMOUTH—Custom Suburban, 2 tone blue, Torqueflite, p.b., p.s., p.r.r. wind., r. & h., oversized w.s.w., exc. cond. \$2,600. EL 6-6531.
1959 PLYMOUTH—Fury, 4 dr., sedan, 5 mos. old, 4,000 mi., full power. LI 3-7548.
1959 PLYMOUTH—Custom Suburban wagon, Torqueflite, p.s., 4-dr., com-sealed luggage comp. \$2,450. LI 2-1685.
1959 PLYMOUTH—Sport Suburban, 3 seat, 7,500 mi., Powerflite, p.b., p.s., p.wind., r. & h., w.s.w. \$2,750. TU 1-5222.

Clothing for Sale

BOYS' CLOTHING—size 10-14. Incl. jackets, shirts, pants, etc. VA 1-3316.
BOYS' COAT—size 12, gray, \$5; imported top coat, size 10, charcoal, \$5; corduroy sport coats, size 12-14, \$2. ST 4-4481.
BOYS' COAT—brn., size 16, \$5. FO 6-6092.
BOYS' COAT—size 8, \$10; suburban coat; shirts; jackets; trousers, size 8-10, exc. cond. Also man's topcoat, suburban coat, sport jacket, gabardine coat, size 40-42. PR 5-2725.
COATS—size 16-18; cherry red; blk. and Persian trimmed; mouton, 3/4 length, \$20. Blk. lace cocktail dress, size 18; men's suits, size 40-42 long; other dresses, skirts, size 16-18. UN 1-9172.
DRESS—size 16, \$20 value for \$3. Also all wool ladies' coat, size 16. \$89 value for \$25. LA 1-0273 after 5 p.m.
FORMAL GOWNS—size 10, waltz, full length, pink, light blue, lavender. TW 1-4285 after 6 p.m.
FUR COAT—mink gill, size 10-12, exc. cond., 3/4 length, \$95. UN 3-9833.
FUR COAT—new, \$170 value for \$70. DU 1-7955.
FUR SCARF—5 skins, exc. cond., reas. DR 1-2340.
GIRL'S—coat, dresses, skirts, size 12, exc. cond. LI 4-9467.
LADIES'—skirts, slacks, dresses, size 16, \$15 ea. Also red-blk. plaid jacket, size 12. LA 7-2183.
MEN'S SUITS—size 42; dress shirt, size 15-15 1/2; blk. & red deer hunting suit, winter underwear. Also ladies' fur trimmed coat, size 14-16, and un-trimmed coat, size 12. LA 7-2183.
PERSIAN COAT—with mink cuffs. \$850 value for \$200. 18825 Greely.

PERSIAN LAMB COAT—and cloth zip lining coat, both size 20. Also man's blk. leather jacket, size 38. FO 6-3597.
PERSIAN LAMB COAT—blk., size 14. TW 3-6863.
SKIRTS—and slacks, size 10-12. Also winter coat, size 10, like new. TU 5-9988 after 5:30 p.m.
SPORT COAT—tweed, boy's size 18, \$7. Brown pants, \$2. GA 1-7439.
SPORT SUIT—boy's, gray wool, size 12, \$7; 2 zip-in top coats, sizes 10-12, like new, \$10 ea. EL 6-4864.
SUBURBAN COATS—2, boy's, blue, brn., size 16-18, \$5. Also \$65 topcoat, zipper liner. \$10. TR 1-1802.
SUIT JACKET—boy's, \$5; zipper lining trench coat, \$7, both size 15. Also football helmet, \$3 and baseball shoes, size 8, \$2. OR 6-9657 evenings.
WEDDING GOWN—size 12, \$135 value for \$35. Peau de soie with Chantilly lace. PR 5-7430.

WEDDING GOWN—size 12-13, full length, best offer. SL 8-5298.
WEDDING GOWN—satin, size 10-12. LA 7-1614.
WEDDING GOWN—white net, lace, floor length, sabrina neckline, size 13-15. \$100 value for \$45. UN 4-5458.

Clothing for Sale

2 CAR COATS—size 14, handmade aprons, crocheted pillow cases. TO 6-7622.
2 FORMALS—long and ballerina. WE 4-2375 after 3 p.m.
3 WINTER COATS—beige, toast, Persian lamb, size 16. LI 5-8753 or UN 4-9249.
5 MEN'S SUITS—overcoat; suburban coat; officer's trench coat, size 38-42; ladies' fitted blk. coat, size 38; pr. dress slippers, size 6 1/2A; Philco console radio; 3 pc. walnut bdrm. set; 2 port. radios; 2 lamps; 2 square tables. Other extra furniture, will sell cheap. VE 9-2472.

Hobby Equipment for Sale

AMERICAN FLYER—plus accessories, \$200 value, best offer. TE 1-5797.
CAMERA—Argus C-3, incl. case, flash gun, like new. \$25. TO 6-7622.

MOVIE CAMERA—8 mm Eastman Kodak, case, good cond. \$20. UN 2-7889.

Household Equipment for Sale

BEDSPREAD—rose satin and velvet; 2 pr. lined drapes to match; mahog. lamp tables, leather tops; coffee table; other items. UN 1-9172 or UN 4-1737.

BEDSPREAD—chenille; 2 pr. drapes; 9 x 12 shag rug. WE 4-2375 after 3 p.m.

CARPETING—38 sq. yds., wool, Beige-low, floral patt., beige backgr., pad. \$90. LI 8-4227.

COFFEE TABLE—2 tables with lamps to match; round mirror; channel back chair, cerise, matelassi; 9 pc. oak din. rm. set; other items due to redec. All good cond. TW 2-3684.

DAVENPORT—3 cushions, slip covered, gray backgr. Reas. VE 5-0069.

DEEP FRYER—brand new, extra lge. \$18. Also Norge gas range, 36 in., exc. cond., \$40. VE 7-3830.

DINING ROOM OUTFIT—Duncan Phyfe, dk. mahog., pads, 4 chrs., china cab., exc. cond. \$400 value for \$150. DU 3-0584.

DINING RM. TABLE—blond drop leaf, 2 extra leafs, 6 chrs., solid birch. \$75. GA 1-7439.

ELEC. DRYER—Bendix, good cond., \$50. LO 3-4578.

ELEC. RANGE—Kelvinator, good cond., \$85. TW 2-3442.

ELECTRIC RANGE—30 in. Westinghouse, like new, \$100. LI 8-1428.

ELEC. STOVE—desk; chairs; 2 lamps. WH 8-4802.

GAS RANGE—table top type, 36 in., \$35; kitchen table, chrome legs, \$7; Westinghouse auto. washer needs repair, \$10; square table, 24x30 in., \$5; oak kitchen table, drop leaf, \$5. TE 4-5183.

GAS RANGE—36 in., 4 burners, Magic Chef, very good cond. \$20. LI 7-0090.

GAS RANGE—38 in., 17 in. blond TV; walnut coffee table; elec. mixer. TW 1-4259 evenings.

GAS STOVE—Norge, cheap. CO 4-4471 after 4 p.m.

GAS STOVE—30 in., \$15. LA 6-7068.

HIGHCHAIR—red leather seat, back, good cond. \$7. PR 8-8404.

HOLLYWOOD BED—with mattress, box springs, never used. LI 1-7918 after 4 p.m.

IRONER—Easy, deluxe, like new, half original price. PR 8-6516.

LIVING ROOM CHAIRS—two, cheap. LI 5-8753 or UN 4-9249.

MIXER—Sunbeam Mixmaster, attach.; set of 12 dishes; lge. roaster, cover; set of plastic dishes; blond magazine rack; other items. TU 4-6598.

OCCASIONAL TABLE—walnut, \$5; 2 matching colonial table lamps, \$5 ea. LI 1-0273 after 5 p.m.

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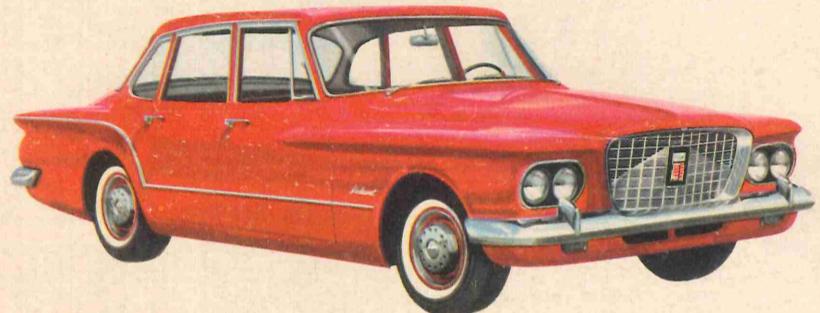
OCCASIONAL TABLE—walnut, \$5; 2 matching



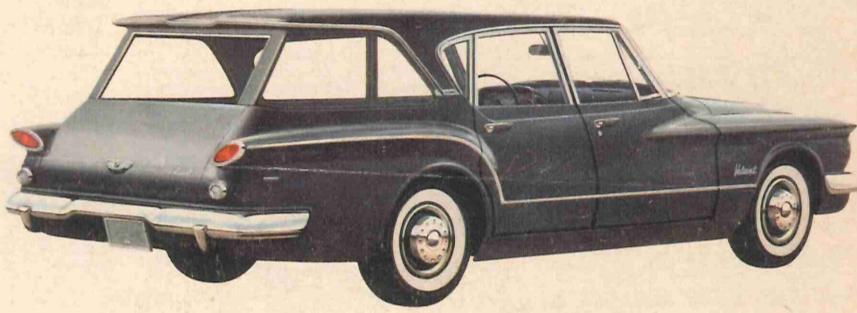
Chrysler Corporation Valiant 1960



Valiant Green Metallic, V-200 3-seat suburban



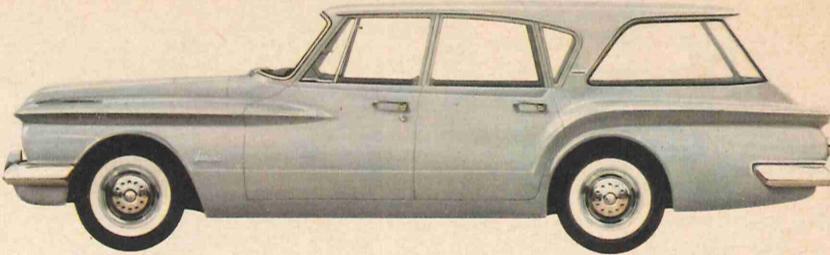
Valiant Red, V-200 4-door sedan



Valiant Black, V-200 2-seat suburban



Valiant Blue Metallic, V-100 4-door sedan



Valiant Silver Metallic, V-100 2-seat suburban

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Valiant White, V-100 3-seat suburban

THE CAR YOU'D WANT AT ANY PRICE . . . Your dealer has a car waiting for your inspection. Accept his invitation. Drive Valiant. Investigate this new automobile thoroughly. Measure what it offers against its sensible price tag, against the car you now own. Prove to your own satisfaction, Valiant is *nobody's* kid brother—Valiant is the car you'd want at *any* price.

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In This Issue — A Close-Up of Valiant

(Wed.) DEC 2 - 1959